



recycling
recycling
recycling

good for the
ENVIRONMENT

good for the
ECONOMY

Zero Waste—You Make It Happen!



Alan C. Lloyd, Ph.D.

Secretary for the Environment

California Environmental Protection Agency

California has long been a State of unequalled opportunity driven by a diverse commercial and industrial sector. A large, growing part of that sector is recycling and recycling-related businesses.

The ability to bring new life to used materials has become more than just good environmental stewardship; it has become big business.

Recycling in California is more than just bottles and cans, it is making efficient use of all materials and closing the loop on a product's life cycle. This is positively impacting our economy, making it important for all Californians to recycle.

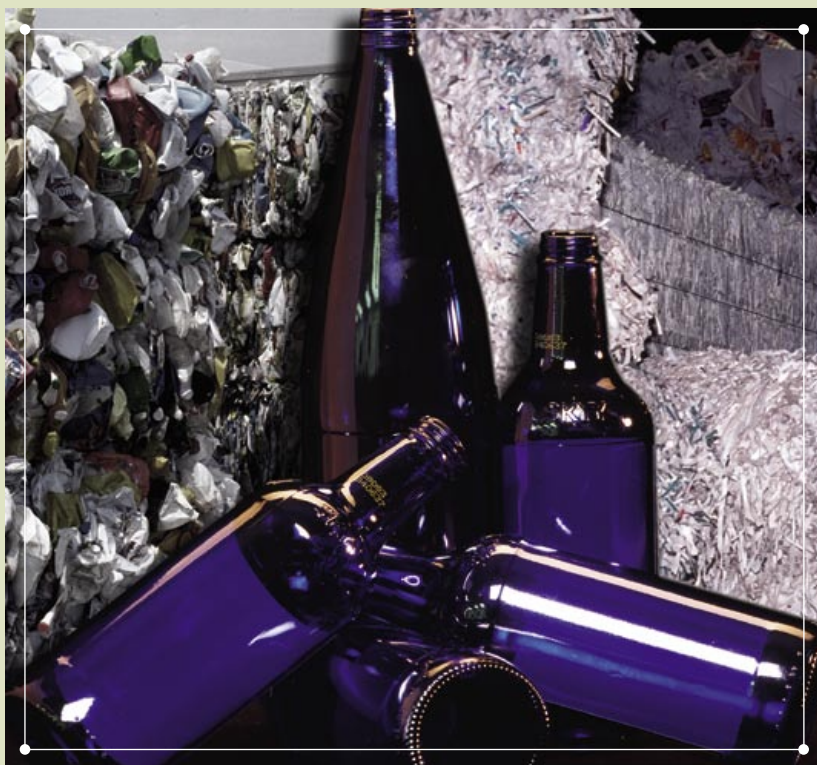


Rosario Marin

Board Chair

Integrated Waste Management Board

California's landscape is unlike any other in the world. From our 1,100 miles of coastline, the scenic forests and deserts to the breathtaking mountain ranges and diverse wildlife, our environment is the pride of our Golden State and provides Californians an extraordinary quality of life. Taking actions to protect our natural resources, such as reusing and recycling, helps reduce the amount of waste going to landfills and helps preserve our environment. Our efforts so far have not only diverted millions of tons of resources from our landfills but have provided a sustainable industry that contributes to California's economy. I encourage every Californian to continue to do their part and recycle.



Recycled glass from restaurants
Recycled paper from offices
Recycled plastic from homes

Californians recycle 35.8 million tons of used paper, plastic, metal, and glass, food scraps, yard trimmings, construction and demolition debris, and other materials each year.

This is enough recycled material to cover 55 square miles, or the City & County of San Francisco, more than a foot deep.



Californians generate 39.9 million tons of waste each year that is not being recycled. Over the next 15 years, that will be enough garbage to fill a canyon 15 miles long, a quarter-mile wide, and as deep as a 20-story building.

Good for the Environment?

Q. Is recycling really good for the environment?

- A. Yes. Recycling eliminates the need to build the equivalent of one new large landfill each year in California, either at a remote, rural location or near a residential neighborhood, thus avoiding environmental concerns, such as air and water pollution and truck traffic.

Q. How is recycling good for the environment?

A. Each year recycling:



- ◆ Saves enough energy to power 1.4 million California homes.
- ◆ Reduces water pollution by 27,047 tons.
- ◆ Saves 14 million trees.
- ◆ Reduces air pollution by 165,142 tons.
- ◆ Reduces greenhouse gas (carbon dioxide & methane) emissions by an amount equal to taking 3.8 million passenger cars off the highway.

(Source: National Recycling Coalition's Environmental Benefits Calculator using California data from 2001 studies by UC Berkeley and the National Recycling Coalition)

Good for the Economy?

Q: How is recycling good for the economy?

A: Recycling a ton of “waste” has twice the economic impact of burying it in the ground. In addition, recycling one additional ton of waste will pay \$101 more in salaries and wages, produce \$275 more in goods and services, and generate \$135 more in sales than disposing of it in a landfill.

Q: Is recycling just for a few alternative or “green” businesses?

A: No. Recycling is big business, comparable to California’s movie and video industry. It is a mainstream industry of statewide importance, comprised of 5,300 establishments. Recycling now accounts for 85,000 jobs, generates \$4 billion in salaries and wages, and produces \$10 billion worth of goods and services annually.

Q: Can recycling benefit local jurisdictions?

A: Yes. In addition to creating more jobs and greater economic activity at the local level, recycling generates \$200 million per year in sales tax revenue. These funds help local governments pay for health and social services programs, transportation improvements, and public safety.

(Sources: “The Economic Impact of Waste Disposal and Diversion in California: A report to the California Integrated Waste Management Board,” April 2001, and the “California Recycling Economic Information Study,” July 2001) Integrated Waste Management Board

Conclusion:

If recycling eliminates the need to build landfills, saves energy, reduces greenhouse gas emissions, reduces air pollution and water pollution, conserves forests, and has twice the economic impact of disposal while generating \$10 billion worth of taxable economic activity each year, then...

*Recycling is Good for
the Environment AND
Good for the Economy!*

Q: How is the Board helping to create a sustainable economy and a healthy environment through recycling?

A: The Board provides:

- ♦ **Recycling business loans**, at below market rates, to manufacturers within 40 Board-designated recycling market development zones (RMDZ).
- ♦ **Recycling business development assistance**, including the development of business and marketing plans, market research, and technology evaluation.
- ♦ **Special case studies**, such as the award-winning Jobs Through Recycling (JTR) 98 project, which demonstrated the environmental and economic benefits of establishing regional markets for locally generated waste.
- ♦ **Free product marketing** through *RecycleStore.com* and a Recycled-Content Products (RCP) Directory. *RecycleStore.com* showcases innovative recycled-content products, and provides a way for manufacturers to promote their products to consumers, worldwide. The RCP Directory lists thousands of recycled products and provides information on the companies that reprocess, manufacture, and distribute these products.
- ♦ **Business resource efficiency and waste reduction services**, including a variety of resources such as fact sheets, case studies, training, an information exchange database, and a Waste Reduction Awards Program ("WRAP"), which provides an opportunity for California businesses to gain public recognition for outstanding efforts to reduce waste.
- ♦ **CalMAX** is a free service to help some businesses find markets for nonhazardous materials that were traditionally disposed, while helping others find less expensive manufacturing feedstock.

- ♦ **Organics Outlook:** This website presents information on the management of organic materials for farmers, commercial landscapers, home gardeners, food waste recyclers, and composters.

- ♦ **Electronic Product Management website:**

This website provides a variety of information to help businesses and local communities manage electronic products at the end of their useful lives, including a manual of Best Management Practices for Electronic Waste, a practical guide on implementing a local electronic waste recycling program.

- ♦ **Construction and Demolition (C&D) Debris Recycling and Sustainable Building websites:**

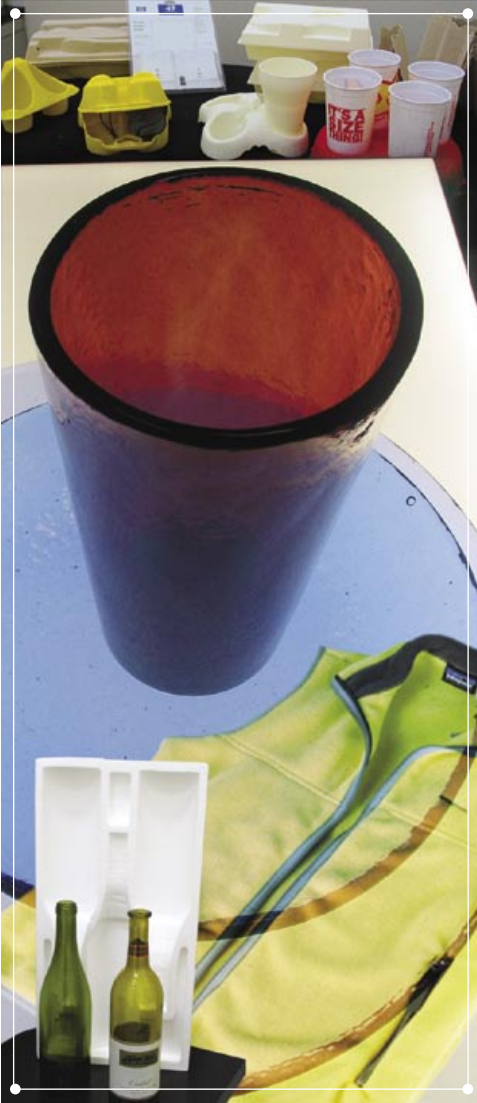
These websites provide information on the recycling and reuse of C&D debris, and on the use of environmentally friendly building products and sustainable techniques in new construction.

For more information, visit our website at www.ciwmb.ca.gov.

FROM THIS...




...TO THIS



Join Governor Schwarzenegger to Keep California Rolling. Every Californian can help to reduce energy and fuel consumption. For a list of simple ways you can reduce demand and cut your energy and fuel costs, Flex Your Power and visit www.fypower.com.

Publication #410-04-002
© 2004, 2005 by the California Integrated Waste Management Board. All rights reserved.
This publication, or parts thereof, may not be reproduced without permission.

The California Integrated Waste Management Board (CIWMB) does not discriminate on the basis of disability in access to its programs. CIWMB publications are available in accessible formats upon request by calling the Public Affairs Office at (916) 341-6300. Persons with hearing impairments can reach the IWMB through the California Relay Service, 1-800-735-2929.



State of California
Arnold Schwarzenegger
Governor

**California Environmental
Protection Agency**
Alan C. Lloyd, Ph.D.
Secretary

**Integrated Waste
Management Board**
Rosario Marin
Board Chair

Rosalie Mulé
Board Member

Cheryl Peace
Board Member

Gary Petersen
Board Member

Carl Washington
Board Member

Mark Leary
Executive Director